

BEAUTY BRANDS

01/04/2019

Ms. Kristie Davis, Manager
Department of Economic Development
Division of Workforce Development
421 East Dunklin Street
Jefferson City, MO 65102



Re: WARN Act Notice

Dear Ms. Davis:

This letter serves as official notice under the Worker Adjustment and Retraining Notification Act ("WARN") that the operations of the facility of Beauty Brands located at 4600 Madison Ave., Suite 500, Kansas City, MO 64112 may be permanently shut down effective on or about January 18, 2019. During the past several months we have attempted diligently to find a source of financing or a buyer for at least part of the business, but unfortunately, these efforts have thus far been unsuccessful. Accordingly, we anticipate filing for bankruptcy in the near future, with a potential liquidation to follow.

Absent a last-minute funding deal, we anticipate that the employment of all employees at this location may cease as of January 18, 2019, or within fourteen days thereafter. We regret that we are not able to provide more lead time, but as noted, we have been trying to attract a buyer and deemed it necessary to maintain a "business as usual" model during this process. The employees are not represented by a labor union, and there are no provisions for the bumping of personnel. The content of this notice is based on the best information currently available to the Company.

We have attached a list of job titles to be affected at this location, and the number of affected employees in each job category.

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APPENDIX

As explained in the accompanying letter, we anticipate that the job titles and the number of employees listed below in each such job title will be affected by the closure of the following facility: 4600 Madison Ave., Suite 500, Kansas City, MO 64112.

<u>Job Title</u>	<u>Number of Employees</u>
Accountant-Accounts Payable	2
Accounting Coordinator	1
Art Director	2
Assistant Buyer	3
Assoc. Dir. Store Systems	1
Buyer	2
Buyer-Luxury Haircare	1
CEO	1
CFO	1
Construction Project Mgr	1
Controller	1
Copywriter	1
Creative Director	1
Customer Service Manager	1
Digital Marketing Manager	1
Dir. Merchandise Planning & Analysis	1
Dir. Corporate Systems	1
Dir. Loss Prevention	1
Dir. Store Systems	1
Dir. Sr. Marketing	1
Ecommerce Manager	1

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Email Coordinator	1
Enterprise Architect/Ecommerce	1
Executive Assistant	1
Facilities Administrator	1
Graphic Designer	1
Hair Editor	1
Human Resources Asst.	1
Lead Network Systems Engineer	1
Mgr. Facilities and Real Estate	1
Mgr. Education and Development	1
Mgr. Marketing	1
Mgr. Payroll and Benefits	1
Mgr. Accounting	1
Mgr. Human Resources	1
Marketing Coordinator	1
Marketing Operations Mgr.	1
Marketing: Sr. Copywriter	1
Merchandise Planner	2
Photographer/Digital Designer	1
POG Analyst	1
Print Production Coordinator	1
Production Designer	1
Regional Vice President	3
Salon and Spa Education Mgr.	1
Sr. Benefit Specialist	1
Sr. Business Analyst	1

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Sr. Buyer	1
Sr. Database Administrator	1
Sr. Payroll Administrator	1
Sr. Programmer/Analyst	1
Sr. Recruiting Mgr.	1
Sr. Staff Accountant	1
Sr. VP Dig Com & Ent Tech	1
Sr. VP Marketing	1
Sr. VP Store Operations	1
Social Media Mgr.	1
Store Planning Coordinator	2
Store Systems Engineer	2
SVP/GMM Merchandising	1
Territory 1 Director	1
Territory 2 Director	1
Territory 3 Director	1
Territory 4 Director	1
Tools, Nails, Brushes & Accessories	1
Transitional Field Leader	1
VP Human Resources	1
VP Construction & Facilities	1
Visual Merchandising Director	1
Visual Merchandising Mgr.	1
Visual Merchandise Coordinator	1
Total	81